

# “Banking on Banksy” Art Exhibition at Red Eight Gallery London



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BY [PRESSAT](#)

August 2022, LONDON, U.K.: Top art PR agency JPR Media Group was contracted to do the public relations and press guest list curation for art exhibition “Banking on Banksy” at the Red Eight Gallery in London.

Red Eight Gallery is the first contemporary art gallery in the heart of the city of London at the Royal Exchange. The exhibition coincided with the official launch event for the gallery and showcased an incredible selection of Banksy artwork that ranged in price from £25,000 to £2.5 Million.

Banksy is arguably the world’s most famous England-based Street artist and film director. Banksy’s real identity is a mystery. His use of graffiti art to portray political and social commentary on public installations cause controversy all over the world. Banksy’s artworks and even artworks painted on the side of buildings are sold for hundreds of thousands of pounds to millions of pounds.

Banksy directed a documentary film Exit Through the Gift Shop which was nominated for the Academy Award for Best Documentary Film in 2011. Another street artist featured in the film, Mr Brainwash, and he was also an artist PR client of JPR Media through their work with Clarendon Fine Art. Through working with Clarendon Fine Art, JPR Media secured coverage for Mr Brainwash about his Battersea artwork unveiling and Clarendon Covent Garden show within Sky TV, GQ Italia, Artlyst, Country & Townhouse, Travel Magazine, Square Mile, and many more.

For the press work for Red Eight Gallery, JPR Media secured an exclusive TV piece before the launch event with London Live TV, interviewing one of the Red Eight Gallery founders about

the upcoming exhibition. For the lead up to the exhibition, JPR Media Group secured articles and listings in established UK sites such as Conde Nast Traveller, Country & Townhouse, Time Out (which went viral and was re-posted on numerous international news sites), London on the Inside, The Handbook, Mutual Art, Artiscape, The List, Seb's Art List, and Data Thistle.

On the day of the Banking on Banksy event, luxury PR agency JPR Media secured well-timed pieces that landed on the day. Through prep work and organising in-person interviews at Red Eight Gallery before the day of the event, JPR Media managed to secure three TV slots and numerous articles and listings by the day of the launch party.

On the day of the "Banking on Banksy" event, ITV Good Morning Britain announced the upcoming event and exhibition. Later that morning, City AM newspaper published an exclusive full-page print feature about Red Eight Gallery which also went online. Timed alongside the start of the Banking on Banksy event that evening, ITV Evening News featured the Banking on Banksy launch within their news slot.

With the help of numerous news outlets announcing the exhibition and launch event on TV and within print and online publications, the "Banking on Banksy" launch event had over 1,000 RSVP's and guests arrived at the venue over the course of five hours during the evening. The successful launch party was published in the Evening Standard Londoner's Diary and within Hello Magazine online the next day. Numerous blogs and news sites covered the exhibition days after the launch event.

"Banking on Banksy" was a resounding success with lots of artwork sold on the night and members of the public vying to get into Red Eight Gallery days after the launch event.

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